

THRIVING GLOBAL SILICON VALLEY PROGRAM

Πρόγραμμα Εξωστρέφειας και
Επιχειρηματικής Επιτάχυνσης για
ελληνικές εταιρίες Τεχνολογίας

us•mac
US MARKET ACCESS CENTER

ENTERPRISE GREECE
INVEST & TRADE

ΕΝΑΡΞΗ 28 ΦΕΒ 2022

ONLINE



PRINCIPAL INSTRUCTORS:



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PROGRAM CURRICULUM

(PST) (EET)	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
7.30am 5.30pm	Introductions, Program Orientation & Program Objectives	Developing a Global Growth Mindset	Founder Roundtable	The Impact of Culture on Business	Building Effective Partnerships with Global Corporations
8.30am 6.30pm	Seeing the Shifts in the Market	Teams Present their Draft Value Propositions for Feedback	Teams Present their Draft Customer Personas with Support from Instructors	Raising Capital from Global Investors (Bill Reichert)	Sales & Marketing Essentials
9.30am 7.30pm	Break (20-minutes)	Break (20-minutes)	Break (20-minutes)		Break (20-minutes)
10.00am 8.00pm	Top 10 Challenges of Going Global in a COVID / Post-COVID World	Developing Customer Insight Through Personas	Developing Your Exporting Strategy Using Lean Canvas	Teams Work on their Draft Exporting Strategy with Support from Instructors	Creating the Global Network
10.30am 8.30pm					Program Review and Wrap-Up
	DAY 6 One-to-One Guided Assessment Sessions with first 6 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert)	DAY 7 One-to-One Guided Assessment Sessions with next 6 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert)	DAY 8 One-to-One Guided Assessment Sessions with final 6 companies (45 minutes for each company with Feedback from Principle Instructor and Industry Expert)		